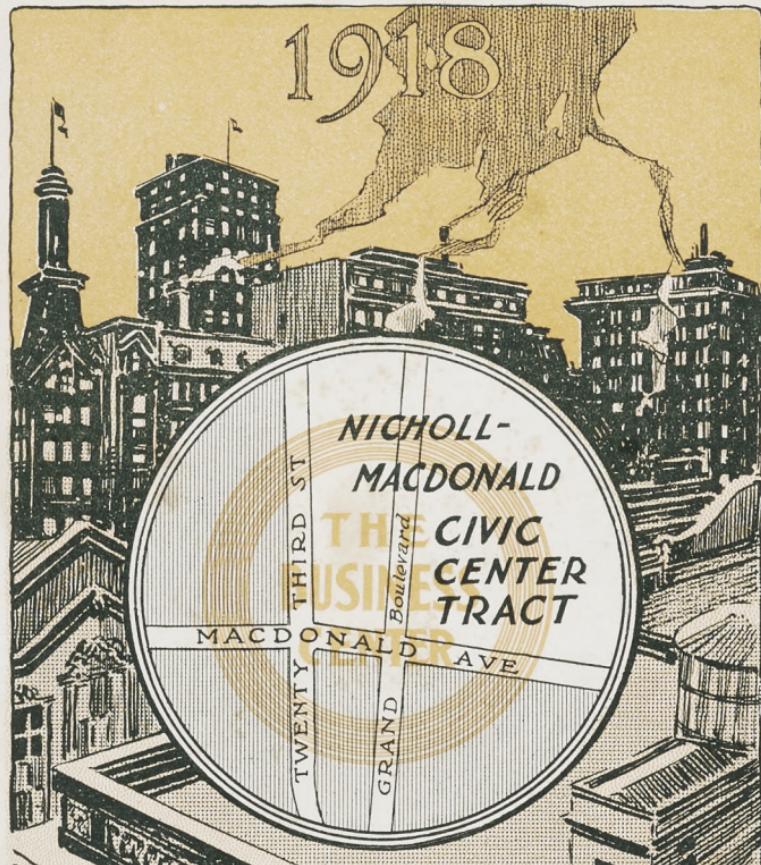


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RICHMOND'S NEW SKY LINE



LOOKING TOWARDS
23RD STREET &
MACDONALD AVE

K.C. Crumb

New City Hall Site Not Decided as Yet

The letter below, as well as the newspaper paragraph, will clear up any misunderstanding you should have regarding the site for a new City Hall.

OFFICE OF
JOHN NICHOLL COMPANY
LAND OWNERS ALAMEDA, CONTRA COSTA AND VENTURA COUNTIES
458 NINTH STREET
OAKLAND, CALIFORNIA
BRANCH OFFICE
POINT RICHMOND, CALIFORNIA
CITY HALL BUILDING
PHONE RICHMOND 1751

POINT RICHMOND, CAL.

September
Twenty-seventh
1913

To the Honorable,
The City Council,
City of Richmond, Calif.

Gentlemen:

We would respectfully call the attention of your honorable body to the matter involving the lease of the City Hall which expires by limitation Oct. 1st, 1913.

Knowing that you appreciate the fact that Oct. 1st, the date of expiration, is close at hand, and that our business relations in the past have always been amicable, would it not be advisable for you to delegate the power to some one or more of your members to negotiate with us for a continuance of the occupancy of your present quarters?

We would be pleased to entertain a proposition along this line.

During the past year many flurries of City Hall sites were in the limelight, creating voluminous comment, both pro and con. In executive session, at which the public was not included, sites were accepted regardless of the manifold provisos which precluded their consummation and perhaps other proffers of sites were patiently awaited until well into the small hours, which did not materialize.

For many months past the City Hall site has been the bone of contention, and every move of the Council in accepting the different sites offered has had the effect of further complicating matters. The proffered sites, in most part, were not made in good faith, and a careful perusal of their provisions is ample evidence upon which to base this conclusion. The ultimate and only object of the donors of these sites, with their divers and devious provisions, was to accelerate the sale of real estate adjoining, in which the object to be attained has been more or less successful, even though the building of the City Hall has been, and now is, in a state of coma.

Awaiting an early reply, I remain,

Yours very truly,

Sect'y JOHN NICHOLL CO.

THE LEASE ON CITY HALL TO BE RENEWED

(From Richmond Daily Independent, Sept. 30, 1913.)

"The five years' lease on the present City Hall on Washington Avenue expires tomorrow, and after a meeting of council, the John Nicholl Co., owners of the building, sent a request for a conference to arrange terms, which will be taken up before council, as a municipality cannot erect its own building."

The city council has already considered two sites, but before any action can be taken in this matter it must be put to a vote by the people. It is self-evident that when the decision as to a new City Hall will finally come up before the people, which may or may not be a year hence, that the City Hall will not be put in an impossible place, at the water front, but where it belongs, near the business section.

It is an undeniable fact that property around the Civic Center is of less value than property in the Business Center. San Francisco, Sacramento, Los Angeles, Seattle and practically all Cities of any size are eloquent witnesses to this fact.

Macdonald Avenue and Twenty-third Street Richmond's Business Center

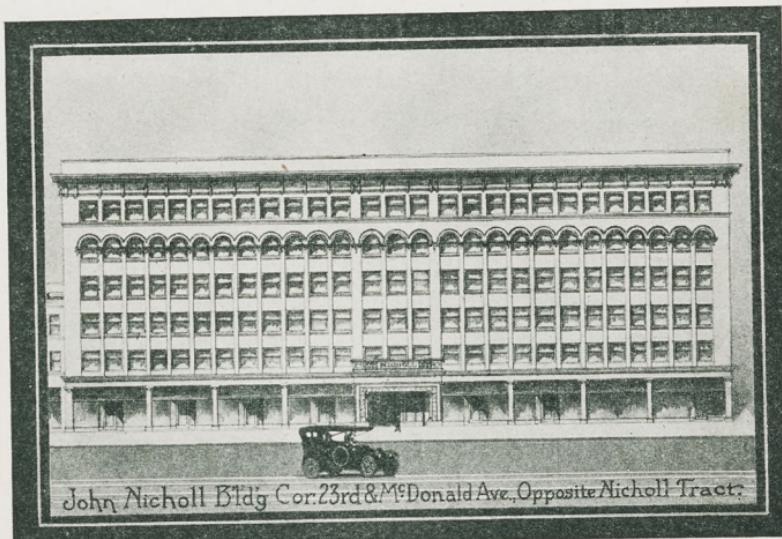
There can be but one main business center, which in every city in the United States has been, and always will be formed along the same natural and positive lines.

Everybody knows Market, Kearny and Third Streets, the busiest corner in San Francisco, which has been the outcome of this certain, infallible movement of the business houses, although years ago most all the business was conducted on and around Clay and Jackson Streets, Sacramento Street and the water front. The same is true of Oakland. While the main business portion was formerly below Seventh and Broadway, yet again, as certain as Oakland expanded, so surely did the business creep up towards San Pablo Avenue and Broadway, so that the business center of Oakland has moved up the same as San Francisco.

Anyone acquainted in other cities on the Coast finds again the same repetition of the natural but positive establishing of a business center.

What Kearny and Market is to San Francisco, San Pablo and Broadway to Oakland, Macdonald Avenue and Twenty-third Street is to Richmond.

Like every other city, Richmond's business center has developed and is now developing along the same natural and positive lines as elsewhere.



A Building Fit to Grace Any Business Center—Opposite Burg Bros.' Tract



Richmond's \$85,000
High School
Across the street from
The Nicholl Tract

Business Men Agree on Richmond's Business Center

This is not only conceded by all business men of Richmond, but by pioneers who have seen cities like Seattle, Los Angeles, San Francisco and others grow from small villages to their present size. Macdonald Avenue has been, is now, and always will be the main and most important thoroughfare in Richmond, from its beginning at the Santa Fe main line station, past the Southern Pacific depot and Twenty-third Street, on to San Pablo Avenue, over which everyone going and coming, to or from Richmond, *must* travel.

Twenty-third Street and Macdonald Avenue is the natural "Hub" or "Center" of Richmond's great future business section, being relatively the same location to Richmond as is Market, Kearny and Third Streets to San Francisco or Fourteenth and Broadway and San Pablo Avenue to Oakland.

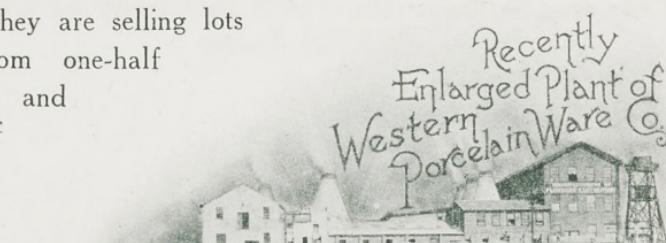
All traffic, the street car lines connecting Oakland and Berkeley, north, east, west and south, both coming and going in all directions, converge here and radiate from this point.

Real Estate Offices Always in Business Center of Cities

The majority of big Richmond real estate operators have their offices at—or as near as they can secure a location—at Twenty-third and Macdonald Avenue, which is positive evidence that they consider this the only business location worth while, even though the tracts

where they are selling lots
are from one-half
to two and
one-half
miles
dis-
tant

Recently
Enlarged Plant of
Western
Porcelain Ware Co.



from Twenty-third and Macdonald Avenue. *The only exception to this is the Nicholl-Macdonald Avenue Civic Center Tract, the only tract right in the business center of Richmond, handled and sold exclusively by Burg Bros., Inc., which is located right at Macdonald Avenue and Twenty-third Street, having a half mile frontage on Macdonald Avenue and the same on Twenty-third Street.*

It is in this tract, in this location where the most developments are taking place, where the most improvements are being made.

The improvements in this business center tract cost three times as much as the ones in all other Richmond tracts combined. It is the only tract with concrete curbs and gutters,



Macdonald Avenue in 1903

including sanitary sewers and water system. In no other tract will you find such wide, macadamized streets and roomy cement sidewalks.

It is here where real estate values will increase the most, where fortunes will be made by the fortunate owners of lots in this genuine and indisputable, natural business center, Nicholl-Macdonald Avenue Civic Center Tract.

Lots in the Business Tract as Cheap as Others a Mile Away

It is here where you can buy a lot, for just as little money as you will have to pay for any lot in any other tract much farther off from the business center of Richmond, Nicholl-Macdonald Avenue Civic Center Tract.

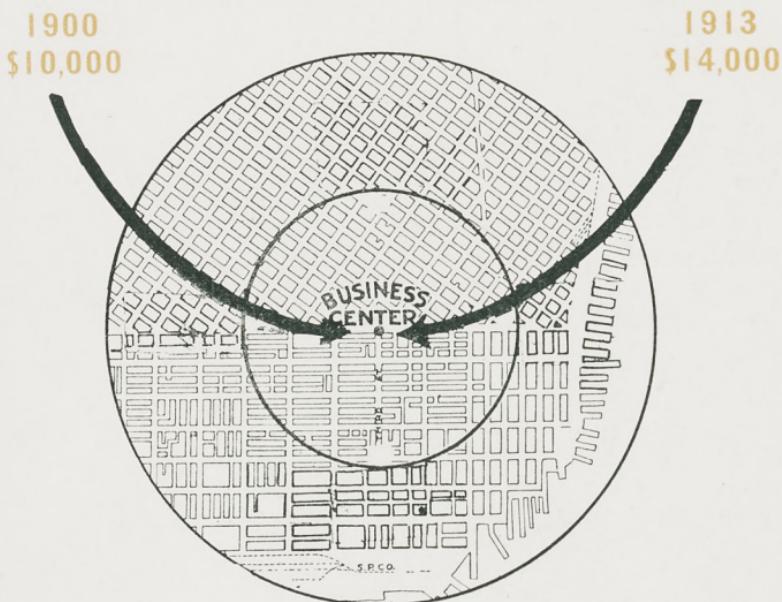
The steady and almost unbelievable increase in Richmond lots is one of the marvels of real estate history. Lots have increased in value from \$700 to \$50,000 since 1904, from

COMPARISON OF 3 GREAT

SAN FRANCISCO

Population 1900	- - - - -	342,782
Population 1913	- - - - -	500,000

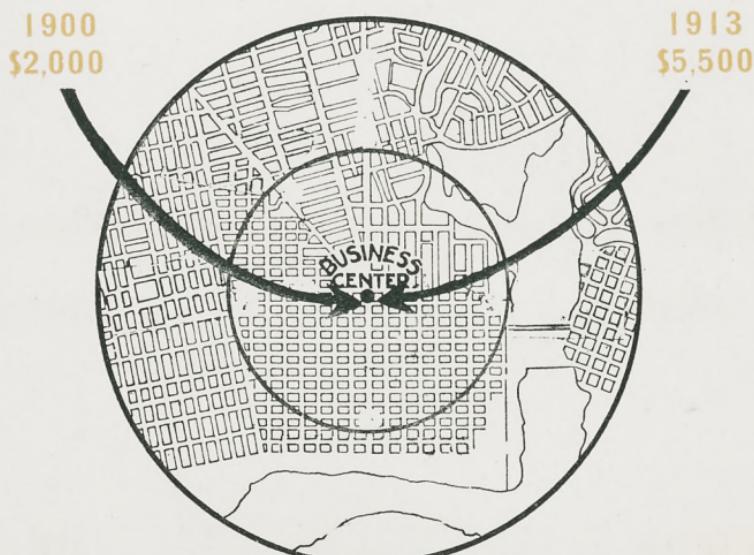
Value of Choicest Business Property Per Front Foot



OAKLAND

Population 1900	- - - - -	66,960
Population 1913	- - - - -	200,000

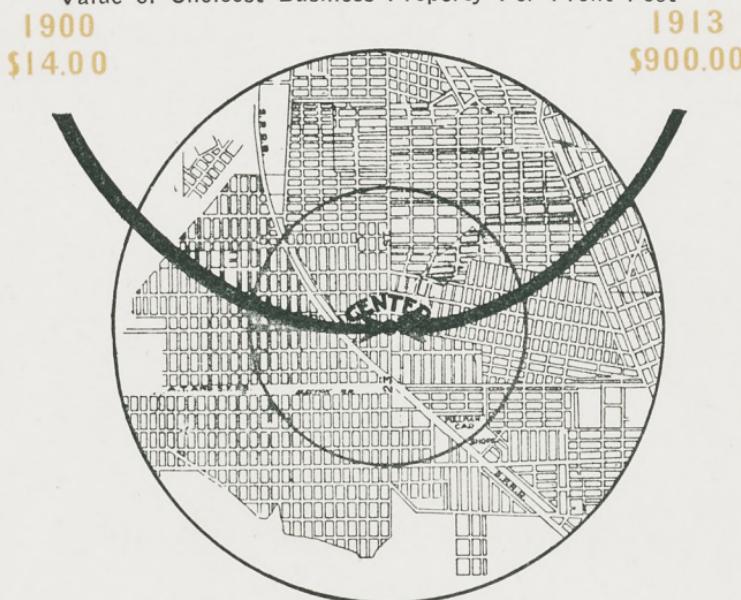
Value of Choicest Business Property Per Front Foot



EAT BUSINESS CENTERS

RICHMOND

Value of Choicest Business Property Per Front Foot



The Arrows Point to Nicholl-Macdonald Business Center Tract
Business Lots Can Still Be Bought Here for a Few Dollars Down
and a Few a Month

A SURE ROAD TO FORTUNE

COMPARISON

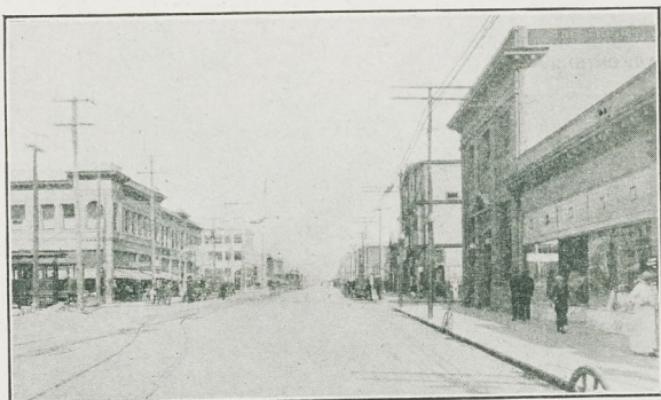
will show more eloquently than any other means the wonderful story of Richmond's advance

Los Angeles	Has Increased in population since 1900	309%
Oakland		198%
Sacramento		156%
San Francisco		45%
RICHMOND		169900%
Los Angeles	Property values have Increased since 1900	300%
Oakland		175%
Sacramento		200%
San Francisco		40%
RICHMOND		6328%

\$1250 to \$45,000 since 1907, from \$2300 to \$12,500 since 1912. Others have bought lots, paid a few dollars deposit and sold them within the week, making a thousand dollars profit per lot.

It does sound unbelievable, but these facts are history, absolutely true and known to most of Richmond's inhabitants.

The opportunities for buying business lots in the Nicholl-Macdonald Avenue Business Center Tract are great. No man or woman investing a few dollars a month can possibly make a mistake, but will have the certain assurance of making a small fortune before they have paid for their lot.



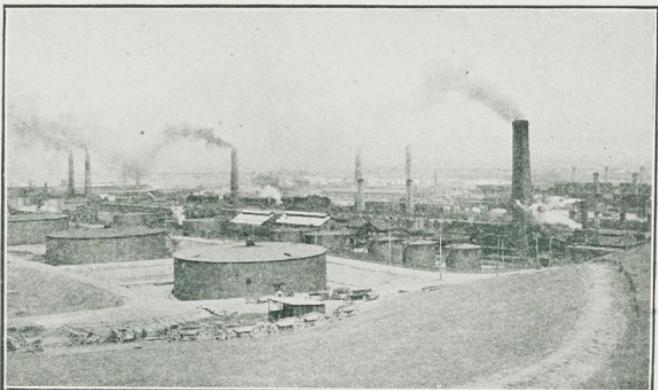
Macdonald Avenue, Looking East

Time—Now

The time is here. Fifty million dollars have been invested in factories.

The Standard Oil Co. is increasing its mammoth plant by appropriating another \$13,000,000. Many more Eastern and Western manufacturers are taking steps to locate here. The opening of the Panama Canal and the new inner harbor will dump three times the value of freight that San Francisco now receives into Richmond. All this tremendous activity, the many thousands of workingmen will develop this busy town into an industrial giant, the greatest railroad, manufacturing and shipping center on the Pacific Coast.

Figuring on the population, which derives its living from all these factories, harbors, railroads, shops and yards, a conservative estimate by men who know gives Richmond 50,000 by 1915 and 250,000 by 1920. This is a less percentage of increase than its rapid growth up to the present.

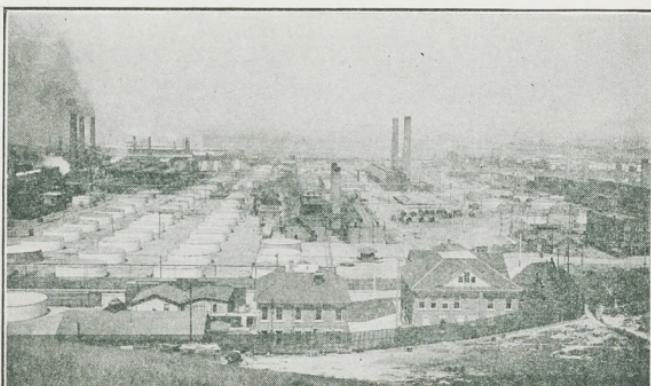


Standard Oil

This great population will cluster around the business center, Macdonald Avenue and Twenty-third Street, and while lots now are selling here as low as \$875, with a few dollars down and a few dollars a month, the price *per front foot* will then be *five times* the *present price asked for a lot*.

Your Opportunity to Become Rich

Yet everyone still has the same opportunity to become wealthy within a few years, and it cannot be impressed too forcibly upon the mind of the reader to take a day off, even at the loss of a week's pay, and come out to this wonderful money maker, Nicholl-Macdonald Avenue Business Center Tract, investigate it, compare it with anything else offered, and then lay the corner stone of future good fortune or an independent income from the lot you bought in this great business center tract.



Another View of the Standard Oil Plant

Many people who have already bought here have sold their lots again before making *any further payments*, and with the profit bought more lots, so that their original investment of a few dollars has already assured two fortunes instead of one.

A Square Statement by a Firm Known by Their Square Dealings

This is a square and fair statement of the greatest offering in the history of real estate, where not only the more fortunate wealthy people derive all the profits, but where women wage earners, who did not know the first thing about real estate, have bought, blindfolded, and reaped profits beyond their wildest dreams.

Come out to see us. Do not turn away when wealth is within your grasp—yours for a few dollars a month that you will never miss, where every dollar invested means hundreds a few years hence. If this tract were a thousand miles distant you could afford the trip—since, however, it is only an hour's trip at the most, it would be like shutting the door in the face of opportunity.

Before you buy see Burg Bros., for no matter which location in Richmond will be your final choice, they have 12 tracts in the choicest parts of Richmond and can sell you a lot at comparatively lower prices than anyone else.



BURG BROS., INC., OFFICE BUILDING
The Pioneer Real Estate Dealers of Richmond

Their office is located at ~~23rd~~ Street and Macdonald Avenue, the hub of the business Center of Richmond.

Opposite their office is the Nicholl-Macdonald Avenue Business Center Tract, on which there is going to be erected one of the finest buildings in Richmond, at an expenditure of \$45,000.00. The contract for this big business building has just been let.

The building will be of brick with ornamental terra cotta front, and is intended for a hotel, with large stores on the ground floor. Other large buildings are being planned for this tract and building operations soon to be begun, predicting a busy year and rapid materialization of the real business center of Richmond.

The enclosed ticket is for a free round trip to this great business center, Nicholl-Macdonald Avenue Civic Center Tract. Use it, by all means—it is sure to start you on the road to fortune. Send today for official maps, folders and plans of business lots.



RICHMOND, 1900

What the "Southern Pacific," which, by the way, is NOT selling lots, has to say about Richmond:

"Richmond offers advantages to the business man, EXCELLED BY NO OTHER CITY on the Pacific Coast.

"Richmond is destined to become the greatest industrial city of California. Nature has given her location, and man has added railroads and steamships."

Statement by John H. Nicholl, Richmond's greatest pioneer and landowner, in Oakland Tribune, Saturday, September 27, 1913:

The Nicholl homestead of 200 acres is now in the business heart of Richmond. Macdonald avenue runs through it and Twenty-third street borders. One lot in it today is actually worth as much as the entire farm was at \$70 an acre, its value before the Santa Fe came. One hundred and ten acres of it was sold for \$525,000. The family still has seventy acres that John H. Nicholl says will be sold for \$1,-000,000, "and that won't be a long time from now either," he says with his strong faith in Richmond.

This 110 acres, for which was paid \$525,000, is in the Nicholl-Macdonald Avenue Civic Center Tract, and the same lot which was sold for as much as the entire cost of the 200 acres less than fifteen years ago is also in the Nicholl-Macdonald Avenue Civic Center Tract.

Never before in the history of real estate have there been such tremendous increases in values. You can benefit by it, make money by it, get rich—but do not delay—act before it is too late.

There is only one business center, one tract to buy in—that is the Nicholl-Macdonald Avenue Civic Center Tract.



RICHMOND, 1913

RICHMOND'S NEW SKY LINE

